



## **Request for Applications (RFA) for Design and Construction of New Website**

San Joaquin County Children and Families Commission (also known as First 5 San Joaquin) is releasing this Request for Applications to design, create, and implement a new website. The San Joaquin County Children and Families Commission current address is <http://ccfc.ca.gov/sjckids>. The current website provides very basic information to the First 5 target audience.

The goal of the design is to create a sophisticated, uniform website that will have a consistent theme and format, keeping First 5's target audience in mind. The new website will be a venue for the public to find information and a virtual resource center for Commissioners, contractors, partner agencies, other county departments and staff.

Funding is made available from the 1998 tobacco sales tax that created the California Children and Families Act (Proposition 10). The Act established this funding to promote, support, and improve early childhood development for children from **prenatal up to age 5** through programs that emphasize family support, parent education, child care, and health services.

### **WEBSITE PURPOSES**

The goals of the First 5 San Joaquin new website is to provide a virtual resource center, increase public awareness of the mission of First 5 San Joaquin and thier contractors, and serve as a communication tool for the target audience. Objectives for each of these goals are:

#### Become the "Virtual Resource Center"

Objective:

- Increase communication within the community by making information readily available in a format that is easy to access and read.
- Become a virtual resource center for parents and caregivers as well as for First 5 San Joaquin's Commissioners, partners, contractors, and staff.

#### Increase public awareness of the mission of First 5 San Joaquin

Objective:

- Increase awareness of First 5 San Joaquin's mission and accomplishments among families with children ages 0 through 5, community members, public officials, lawmakers, and media.
- Increase awareness of First 5 San Joaquin's contractor's accomplishments among families with children ages 0 to 5, community members, public officials, lawmakers, and media.

## Serve as a communication tool for First 5's target audiences

### Objective:

- Increase communication among First 5, its service providers, agencies, partners, and community members.

## **TARGET AUDIENCES**

First 5 San Joaquin's target audience includes:

- Families with children, ages 0 to age 5
- Families with children with special needs, prenatal to age 5
- Health professionals
- Early care providers and educators
- Local government and public agencies
- Nonprofit and Community-Based Organizations (CBO)
- Businesses
- Faith community
- First 5 Contractors
- First 5 Partners
- First 5 Commissioners
- First 5 staff

## **WEBSITE CONCEPT DEVELOPMENT**

The goal of developing/redesigning the website is to provide information to the community and answer many of their questions, First 5 San Joaquin has identified some of the information that may be useful to include in the website.

### **Content:**

- Comprehensive links with descriptions to websites with related resources for families with children ages 0 to 5.
- Comprehensive listing of articles and related information for parents and caregivers of children ages 0 to 5.
- Links to other existing community websites and portals directed towards parents with children ages 0 through 5 in the San Joaquin County.
- Commission information:
  - Content from current website, edited and formatted to make consistent with new web page.
  - Reports, forms, policies and procedures, meeting minutes, agendas, funding opportunities, and funded programs.
- Links to partners', services providers', and agencies' websites.
- Links to First 5 California (State Commission) website.
- Kit for New Parents section.

### **Capabilities:**

- User friendly.
- Ability to support and display all types of digital media including video.
- Comprehensive community calendar.

- Users would be able to search for resources by category, keyword, initiative, program, or agency names.
- Parents and caregivers should be able to research and find appropriate services for their children.
- First 5 staff will be able to easily maintain and update new website.
- Link to service providers', schools', and other partners' websites.
- Link to existing websites/portals with resources for families.

## Design Considerations

- **Visually appealing** – The overall look and feel should reflect the focus on children and families. The successful candidate in conjunction with First 5 San Joaquin will design and layout guidelines. The site must have an attractive mix of text and graphics, illustrations and/or photographs.
- **Common theme** – Each section of the site should have a common look and feel. First 5 San Joaquin's logo should be prominent on every page. The same font types and basic layout should be used throughout the site.
- **Children and families** – The site should convey a family and children approach. First 5 San Joaquin's diverse target population for its services are children ages 0 to 5 and their families.
- **Content** - Keep short line lengths (e.g., at or under 400 pixels). Priority should be on faster access and more speed. First 5 San Joaquin would like to keep the site simple to maintain yet appealing and interesting to our target audiences.
- **Easy to navigate** – The website should be easy to navigate. The information should be grouped and presented in a logical manner.
- **Fast loading pages** – The website must be designed with a balance of text and graphics such that each page loads in eight seconds or less on a computer connected to the Internet over a 56K modem.
- **Future website updates** – Once the site has been completed and accepted, First 5 staff will maintain the site with basic updates to general information each month. Respondents will identify software used to create the site including all graphics software. The approved applicant will provide major updates to the site on a quarterly basis.
- **Web Service Provider** – San Joaquin County Information Services Department will be First 5's Internet Service Provider.
- **Training** - Provide a training plan to transition maintenance and future updates to the First 5 San Joaquin staff.

## AGENCY QUALIFICATIONS

The Commission seeks an agency that can demonstrate all of the following qualifications:

- An ability to be flexible in its approach to project development and implementation.
- An ability to relate to and connect with the Commission staff and the overall vision of the Commission.

- Experience working with government and/or non-profit organizations.
- An ability to translate complex principles into community friendly language.
- Knowledge and effective use of graphic standards, design criteria, and the use of multipurpose communication tools including response devices and other action-oriented pieces.
- An ability to design and implement projects in a cost efficient manner.
- An ability to meet the qualifications of the County by obtaining the necessary liability insurance:
  - The contractor shall maintain in force at all times during the performance of this agreement, Workers' Compensation Insurance and a policy or policies of comprehensive general liability insurance covering all of its' operations including, but not limited to, public liability, property damage, and any liability incurred under this agreement, with not less than \$1,000,000 single limit liability and such insurance shall be primary. A certificate satisfactory to the San Joaquin County Children and Families Commission evidencing the maintenance of such insurance coverage shall be filed with the San Joaquin County Children and Families Commission prior to the provision of any services pursuant to this Agreement. The San Joaquin County Children and Families Commission shall be given notice in writing at least 30 days in advance of cancellation, modification, or reduction of coverage. The certificate shall name the County, the San Joaquin County Children and Families Commission, their officer, agents, servants, and employees as additional insureds. All insurance shall be in a company or companies authorized by law to transact insurance business in the State of California.

## **MANDATORY LETTER OF INTENT**

A mandatory Letter of Intent (LOI) is required of all prospective agencies for this contract. A letter, no more than one page, confirming your intent to submit your Application, with a one-paragraph description of your agency, submitted on letterhead and signed by an official authorized to bind the agency, is adequate. The deadline for receipt of letters by the Commission is **3:00 p.m. on Wednesday December 15, 2004**. The Letter of Intent may be mailed, faxed, or sent by email to:

Lani Schiff-Ross  
 Children and Families Program Coordinator  
 First 5 San Joaquin  
 11 S. San Joaquin St, Ste 301  
 Stockton, CA 95202  
 Fax: (209) 468-8917  
 lschiff-ross@sjgov.org

A confirmation of all LOI received by the Commission will be e-mailed.

## PROPOSAL INFORMATION

The Commission invites Requests for Applications from interested agencies to be submitted no later than **January 12, 2005 by 3 p.m.** Preference of five (5) bonus points will be given to a San Joaquin County agency/firm.

In order to be eligible for funding under this RFA, an applicant must submit one original and four (4) exact copies of the following items:

- **Proposal Coversheet**
  - Complete the Program Coversheet (Form A). This form will serve as the front cover of the application.
- **Proposal Narrative**
  - The Program Narrative must not exceed ten (10) double-spaced, single sided pages with no smaller than 12-point type with at least one-inch margins on all sides. No attachments, unless specifically stated in this RFA.
  - The Program Narrative must address the following points in order:
    - Experience and past performance
    - Organization and personnel
    - Process for developing website
    - Hourly rates and other fees

Application and all copies must be mailed or hand delivered, not faxed or e-mailed, and be received by the Commission at the address below by 3:00 p.m. Wednesday, **January 12, 2005**. Late responses will not be read.

Lani Schiff-Ross, Children and Families Program Coordinator  
First 5 San Joaquin  
11 S. San Joaquin St, Ste 301  
Stockton, California 95202

### **Proposal Narrative Guidelines**

#### **Experience and Past Performance (25 pts)**

1. Provide two or more website addresses (URLs) for sites you have developed that have the potential complexity of a government site (multiple departments, variety of ways to organize complex information, use of interactive features, downloading features). Indicate the number of hours, by staff level, necessary to produce each site. Include a cost estimate for the annual maintenance of each site.
2. What is the most successful website in all respects you have developed and why? Which project was the least successful and why?
3. Describe your company's basic capabilities/specialties in the following areas: conceptual development, working in a team environment, and client training.

### **Organization and Personnel (25 pts)**

1. Identify key personnel who will have actual responsibility for the project.
  - a) Describe their experience relative to this type of project.
  - b) Attach resumes and a list of recent projects with a reference for each.
  - c) Define the percentage of time each would be committed to the project in the planning and conceptual design phase and in the implementation and maintenance phase.
  - d) Describe primary duties and responsibilities.
2. How can you assure that the key personnel proposed for this project would be committed to the project through completion?

### **Process for Developing Website (25 pts)**

1. Describe the process you follow when working with a client to develop a website from the initial planning stages through the approval of one conceptual design.
2. Describe the process you follow when working with a client to implement the design, from acceptance of the concept to a functioning website.

### **Hourly Rates (25pts)**

1. List the hourly rates for all personnel who would be working on this project. Itemize rate by the type of work (design, programming, training, data-entry, etc.)

### **Request For Application Review Process**

Shortly after the submission deadline a community panel will read and score each proposal. Panelists will be trained to use a rating scale developed by the Commission staff and assign scores to the applications that may range from 0-100 points.

An application must attain a minimum score of 75 points or higher to be considered for funding under this RFA. The review panel and Commission staff will make recommendations for funding to the Commission. Commission staff, also, will judge proposals on the following criteria:

- Responsiveness to the requirements of the RFA
- Budget (cost effectiveness; not supplanting existing funds)
- Review panelists' concerns

### **TIMETABLE**

The estimated\* selection process shall be as follows:

Release of Request for Applications (RFA)	November 29, 2004
Mandatory Letter of Intent due by 3:00 PM	December 15, 2004
RFA responses due by 3:00 PM	January 12, 2005
Review process	Week of January 17, 2004 – January 28, 2005
Notification of Intent to Award	Week of January 31, 2005
Recommendation to Commission	February 10, 2005
Design work begins	March 2005

\*Applicants will be notified of date changes should they occur

This invitation to submit a Letter of Intent is not an offer by First 5 San Joaquin Children and Families Commission to contract but is an invitation to interested parties to make an offer, which the Commission may accept or reject at its sole discretion.

The selection of the agency shall be the ultimate decision of the Commission and will reflect the Commission's determination as to which agency it believes will provide the best overall service.

The selection of an agency shall not be conclusively presumed to create any legal or equitable obligations or other duties against the Commission unless or until the county actually executes a written agreement with the successful agency.

### **Disclosure of Proposal Contents**

Government Code Sections 6550 et. seq., the "Public Record Act" defines public record as any writing containing information related to the conduct of public business. The Public Record Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

First 5 San Joaquin Children and Families Commission cannot represent or guarantee that any information submitted in response to this RFA will be confidential. If the Commission receives a request for any document submitted in response to this request, it will not assert any privileges that may exist on behalf of the person or business entity submitting this proposal. It is the responsibility of the applicant to assert any applicable privileges or reasons why the document should not be produced.

All applications submitted in response to this RFA shall become the exclusive property of First 5 San Joaquin Children and Families Commission. At such time the Commission makes a Notification of Award, all applications submitted in response to this RFA shall become a matter of public record and shall be regarded as public records.

The Board of Supervisors will make the final awards and will be party to all contracts.

### **IMPORTANT CONTACT INFORMATION**

For questions about this RFA or the Commission, you may contact Lani Schiff-Ross, Children and Families Program Coordinator, at:

First 5 San Joaquin  
11 S. San Joaquin St, Ste 301  
Stockton, California 95202  
Phone: (209) 953-KIDS (5437)  
FAX: (209) 468-8917  
E Mail: [lschiff-ross@sjgov.org](mailto:lschiff-ross@sjgov.org)



### Request for Application – Program Cover Sheet (Form A)

Applicant Agency: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Proposed Program: \_\_\_\_\_

Agency Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Amount Requested from the Commission: \_\_\_\_\_

#### **Request for Application Check List**

☐ Cover Sheet

☐ Program Narrative

#### **CERTIFICATION AND ASSURANCE**

I certify that the information provided in the Cover Sheet and application is, to the best of my knowledge, complete and accurate and that I am legally authorized to commit the organization to the activities described herein.

\_\_\_\_\_  
Name of Chair, Board of Directors,  
or Authorized Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

~ Cover page of Request for Application ~